

PARLIAMENT
Lights

We want to hear from you. Please fill out this survey, enclose two Parliament Pack UPCs and mail it. In return, we'll send you a free lighter and put you on our mailing list to receive future Parliament offers.

Mail to:
Parliament Lighter
P.O. Box XXX
City, State, Zip



PARLIAMENT
Lights

Mr. ☐
Ms. ☐
Mrs. ☐

Address _____ Apt. # _____

City _____

State _____

Zip _____

Phone _____

☐ Male

☐ Female

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am *also* willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) _____

Birth date (required) _____

① warning box size shown, ② branding on survey side

1. Is Parliament your regular brand of cigarettes – that is, the brand you smoke most often?
☐ Yes ☐ No

2. If no, what is your regular brand? _____

3. Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's

4. Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol

5. Is your regular brand...? (Check one.) ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both ways

7. How long have you smoked this brand? ☐ Less than 1 year ☐ 1 to 2 years
☐ 2 to 3 years ☐ 3 to 5 years
☐ Over 5 years

Parl logo.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

8. What, if any, was your previous brand? _____

9. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain ☐ Neighborhood Grocery ☐ Convenience/Gas
☐ Discount Store ☐ Drug Store/Pharmacy

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Camel	<input type="checkbox"/> Marlboro	<input type="checkbox"/> None	<input type="checkbox"/> Store/Generic
<input type="checkbox"/> Basic	<input type="checkbox"/> Capri	<input type="checkbox"/> Merit	<input type="checkbox"/> Now	<input type="checkbox"/> Superslims
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Carlton	<input type="checkbox"/> Misty	<input type="checkbox"/> Parliament	<input type="checkbox"/> True
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Doral	<input type="checkbox"/> Monarch	<input type="checkbox"/> Pyramid	<input type="checkbox"/> Vantage
<input type="checkbox"/> Best Value	<input type="checkbox"/> GPC	<input type="checkbox"/> Montclair	<input type="checkbox"/> Raleigh Extra	<input type="checkbox"/> Viceroy
<input type="checkbox"/> Bristol	<input type="checkbox"/> Kent	<input type="checkbox"/> More	<input type="checkbox"/> Salem	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Bucks	<input type="checkbox"/> Kool	<input type="checkbox"/> Newport	<input type="checkbox"/> Sterling	<input type="checkbox"/> Winston
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Magna	<input type="checkbox"/> Other		

11. Which of the following best describes you? (Check one.) ☐ White ☐ Hispanic
☐ African-American ☐ Asian ☐ American Indian ☐ Other

FREE LIGHTER OFFER GOOD UNTIL (DATE) *4/30/95.*

Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Limited to one per person regardless of the number of surveys completed. Void where otherwise prohibited, taxed or licensed. Offer limited to smokers 21 years of age or older.

only king's lights (pack shot)
Logo family 3 T+N's

All surveys must be received on or before 4/30/95.

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